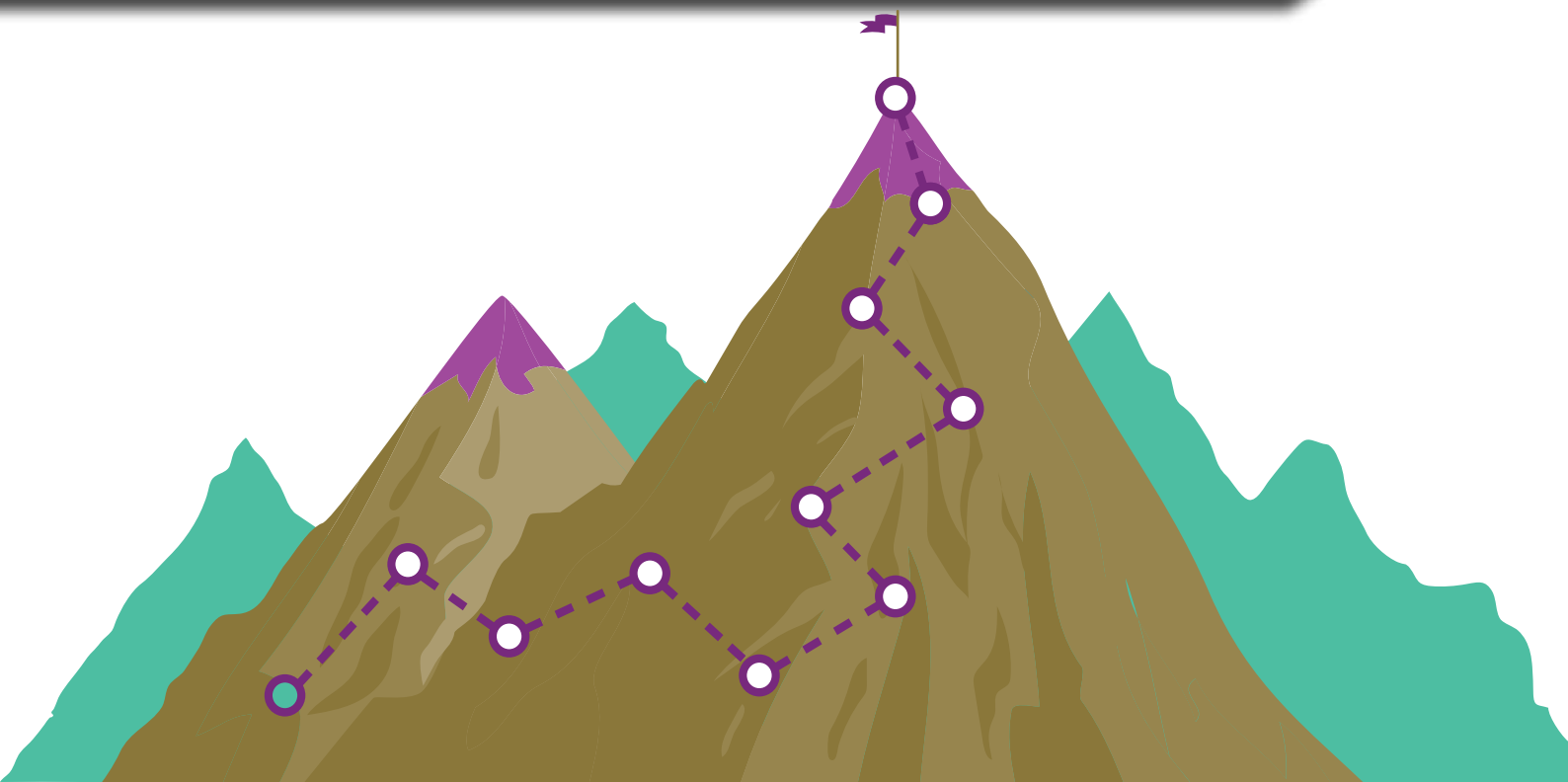




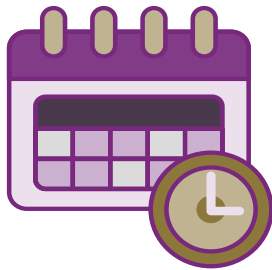
VIOLAND'S VIRTUAL EXECUTIVE SUMMIT

CLIMB YOUR NEXT MOUNTAIN



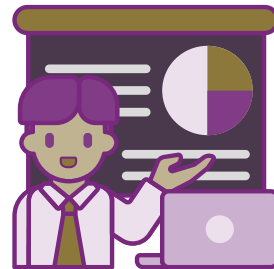
We've Gone **Virtual**

With the pandemic still looming but the passion for learning still burning, we made the decision to offer this program in a virtual format. Our priority is ensuring the safety of attendees, sponsors, and staff while providing the highest standard of professional learning.



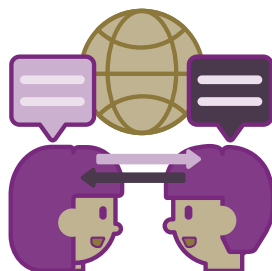
5 DAYS OF VIRTUAL

industry-leading content



15 PRESENTATIONS

by business leaders



5 ROUNDTABLE

networking sessions



FOCUSED ON 5

core business functions

Virtually Enhanced

We are excited to present new formats, add an innovative spin on other aspects, and deliver the same high-quality content. By broadening the focus from management to every level of employee in every department, there is something for every member of your team.

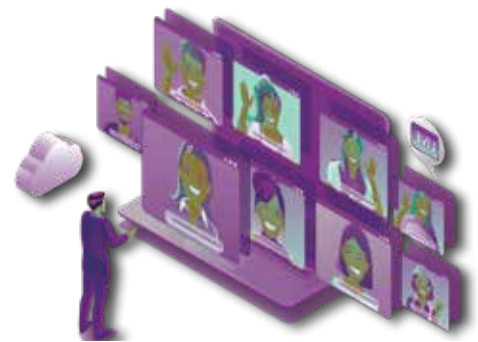


INDUSTRY-SPECIFIC PRESENTATIONS

The most important feature will not be changing; every session will be led by respected professionals who know our business and your challenges. The presenters are recognized experts in their disciplines who provide you with practical concepts and skills. All sessions deliver a learning experience that will positively impact the bottom line of your business.

ROUNDTABLE NETWORKING SESSIONS

One of the most impactful additions to this virtual format will be the networking Roundtables. This format allows attendees to present real-world challenges and reach solutions through the collective experience of the group. These sessions will be organized conversations led by moderators who will drive the conversation and provide detailed input on the challenges. Moderators explicitly chosen for their success in taking theory to application in today's business environment. The audience may simply observe but are encouraged to contribute and engage in the discussion.



INNOVATIVE, COMPETITIVE LEARNING

As a result of current events, the environment for professional conferences has been drastically changed and has lost valuable face-to-face interaction. To compensate for the loss, we have added a completely new element to the event - gamification. Violand has partnered with a premiere firm to gamify this year's event, delivering an equitable form of interaction between attendees. With the objective of building team camaraderie, creating scholastic engagement, and driving friendly competition, we are confident your entire team will be highly engrossed in this year's event.



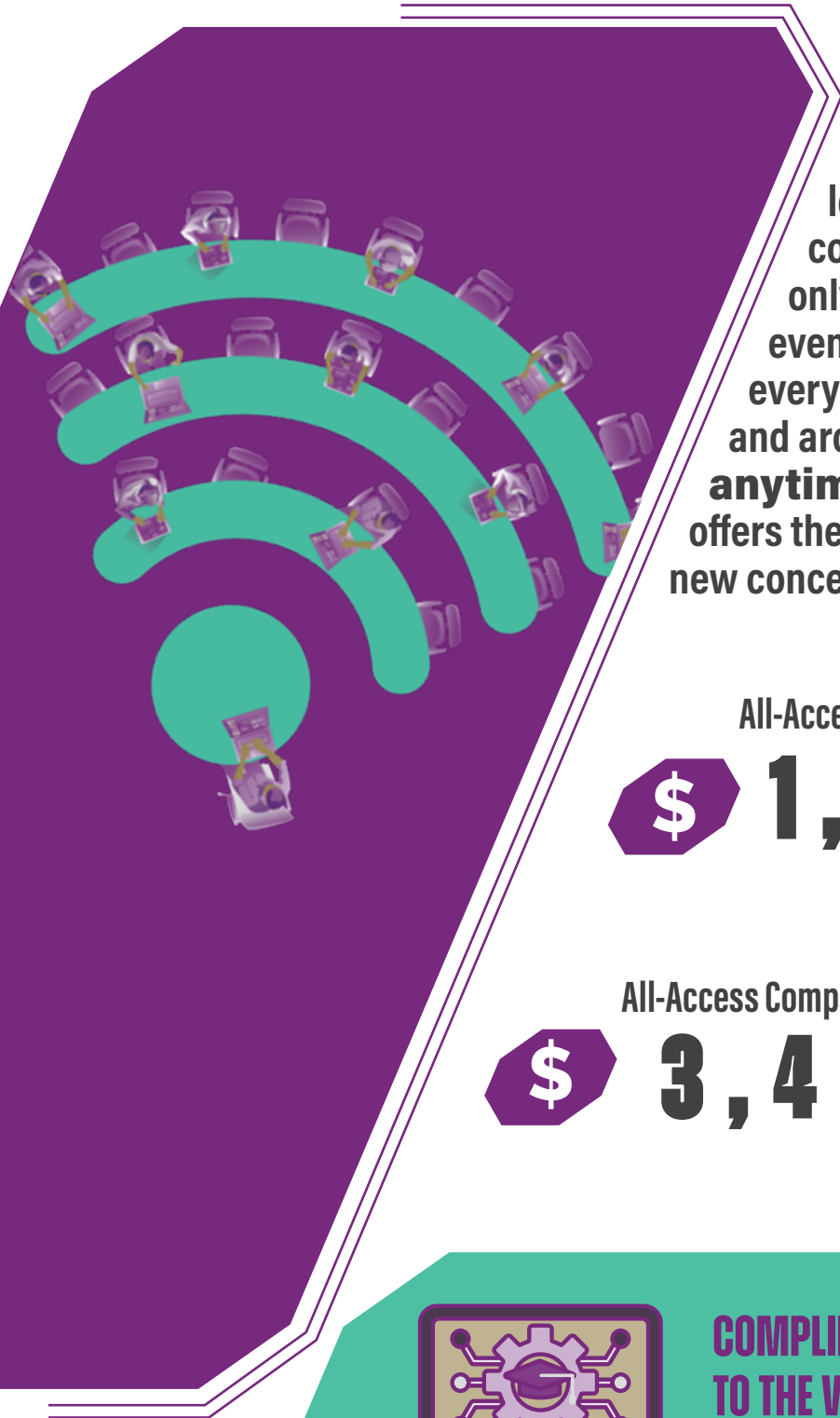
SOMETHING FOR THE ENTIRE TEAM

With the focus of providing the most value to attendees, the content for this event is distinctly different than previous years. This year's content has seen a paradigm shift from management to a holistic team approach. We have cultivated innovative sessions focused on developing every position in your growing company from the receptionist to the CEO. This shift is a result of a demand we have seen from our clients and the general market: the need for professional training at every level of the organization.



Available **On Demand**

Each session's content will be available online to review anytime, anywhere.



A heavily reconstructed, virtual format provides value for every level and function within your company. Previously focused on only executive-level training, now an event designed to develop skills for every department. Presented virtually and archived for your team to access **anytime for the next 90 days**. This offers the chance to review and apply the new concepts.

All-Access Company Pass

\$ 1,495

All-Access Company Pass + Business Planning Retreat
at a Discounted Rate

\$ 3,490



COMPLIMENTARY 12-MONTH ACCESS TO THE VIOLAND INSTITUTE WITH PURCHASE OF A 2021 SUMMIT ALL-ACCESS COMPANY PASS

Event Schedule

Designed to provide flexibility for your team and deliver the same level of professional training.

MONDAY

10-11:30

Sales and Trust
in an Online World

11:45-1:15

Gaining Buy-in to
Change Behavior

1:30-3:00

Business Numbers
in Plain English

3:15-4:45

Operations
Roundtable

TUESDAY

10-11:30

Representing the
Company's Brand

11:45-1:15

Administrative
Excellence

1:30-3:00

Lieutenant
Commanders

3:15-4:45

Human Resources
Roundtable

WEDNESDAY

10-11:30

Why Salespeople
Fail

11:45-1:15

Women in
Leadership

1:30-3:00

Women in
Leadership

3:15-4:45

Sales
Roundtable

THURSDAY

10-11:30

Workplace
Safety

11:45-1:15

Mergers and
Acquisitions

1:30-3:00

Project
Leadership

3:15-4:45

Admin/Finance
Roundtable

FRIDAY

10-11:30

Understanding
Value

11:45-1:15

Company
Culture/Hiring

1:30-3:00

Technology in
Project Management

3:15-4:45

Leadership
Roundtable

DO YOU LIKE COMPETITION?

This year's event offers each company a chance to compete against the other companies attending the event for the top spot. Your company has the ability to receive points and compete to complete a series of interactive challenges. These challenges could include answering trivia, completing quizzes, taking surveys, asking questions in the session Q&A, and other challenges. There will be a live leaderboard to track which companies are leading the pack. The top companies at the end of the event will win prizes and other surprises.